

## **2.0.0.0: Economic Development**

The Economic Development Element provides local governments the opportunity to inventory and assess the community's economic base, labor force characteristics, and local economic development opportunities and resources; to determine economic needs and goals; and to merge this information with information about population trends and characteristics, natural resources, community facilities and services, housing and land use so that a strategy for the economic well-being of the community can be developed.

The purpose of this element is to plan for a healthy economy by doing the following:

- Identify the economic trends in the community,
- Assess the trends to identify the community's strengths, weaknesses and resources, including regional comparisons in these areas
- Examine the appropriateness of the existing economy considering the community's population and its characteristics, housing availability, transportation network, natural resources and community facilities,
- Determine which goals and objectives would affect a growing and balanced economy, consistent with prudent management of resources and which equitably benefits all segments of the population
- Develop implementation strategies that would achieve the desired economic goals and objectives

## **2.1.0.0: Existing Conditions**

### **Economic Base**

#### **Employment by Sector**

In 2001, there were approximately 49 businesses located in Long County. Of these, 20 per cent are classified as retail trade establishments, 12 per cent are classified as services, and 10 per cent are classified as healthcare and social assistance.

Employment encompasses the total number of people employed by local businesses and industries, sole proprietors and the self-employed. This number includes non-residents in surrounding areas who work in Long County but excludes Long County residents commuting to jobs outside the county limits. Table E-1 examines historic sector employment trends in Long County. Overall, total employment increased by 67 per cent between 1990 and 2000. Manufacturing, one of the largest employment sectors, experienced an increase of 17.4 per cent between 1990 and 2000. The construction sector grew by 88.3 per cent between 1990 and 2000. Total employment is projected to increase by 73 per cent through 2025. Retail trade (59.4 per cent) and education, health and social services (69.8 per cent) will account for most of the employment growth.

Table E-2 highlights the relative growth of each sector. The three largest sectors, education, health and social services, retail trade and public administration, currently account for 42.8 per cent of total employment in Long County. Historically, manufacturing has been the dominant employment sector. Between 1990 and 2000, manufacturing declined from 19.7 per cent to 10.6 per cent of total employment, a drop of 9.1 per cent. By 2025, manufacturing will account for 7.9 per cent of total employment. The health and social services and state and local government sectors are projected to remain relatively flat through 2025. A sector loss in farm employment occurred between 1990 and 2000. Farm employment declined by 1.3 per cent and is projected to drop an additional 3.7 per cent through 2025.

No major employment differences become apparent when comparing Long County to the state average (Table E-3). The Georgia economy is diversified with no single dominant sector. Long County is more dependent on manufacturing than the state average. A significant discrepancy is found in wholesale trade and construction services.

Table E-1

<b>Long County: Employment by Sector</b>										
<b>Category</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
<b>Total</b>	820	790	780	1000	1320	1610	1670	1720	1780	1830
<b>Farm</b>	160	130	110	90	80	80	80	70	70	70
<b>Agricultural Services</b>	20	20	30	30	30	40	40	40	40	50
<b>Mining</b>	30	10	10	20	10	10	10	10	10	10
<b>Construction</b>	70	80	80	90	180	230	230	240	250	250
<b>Manufacturing</b>	30	60	30	30	30	30	40	40	40	40
<b>Trans., Comm., &amp; Public Utilities</b>	60	70	20	20	30	40	40	40	40	40
<b>Wholesale Trade</b>	20	10	10	20	10	10	10	10	10	10
<b>Retail Trade</b>	110	90	60	150	120	170	190	200	210	220
<b>Finance, Insurance, &amp; Real Estate</b>	20	10	20	10	50	50	50	50	50	50
<b>Services</b>	90	80	120	170	310	410	420	430	450	460
<b>Federal Civilian Government</b>	10	10	10	10	10	10	10	10	10	10
<b>Federal Military Government</b>	20	30	30	30	30	40	40	40	40	40
<b>State &amp; Local Government</b>	180	190	250	330	430	490	510	540	560	580

Source: Woods &amp; Poole Economics, Inc.

**Table E-2**

<b>Long County: Employment by Sector (%)</b>										
<b>Category</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
<b>Total</b>	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Farm</b>	19.51%	16.46%	14.1%	9.00%	6.06%	4.97%	4.79%	4.07%	3.93%	3.83%
<b>Agricultural Services, Other</b>	2.44%	2.53%	3.84%	3.00%	2.27%	2.48%	2.40%	2.33%	2.25%	2.73%
<b>Mining</b>	3.66%	1.27%	1.28%	2.00%	0.76%	0.62%	0.60%	0.58%	0.56%	0.55%
<b>Construction</b>	8.54%	10.13%	10.26%	9.00%	13.64%	14.29%	13.77%	13.95%	14.04%	13.66%
<b>Manufacturing</b>	3.66%	7.59%	3.85%	3.00%	2.27%	1.86%	2.40%	2.33%	2.25%	2.19%
<b>Trans., Comm., &amp; Public Utilities</b>	7.32%	8.86%	2.56%	2.00%	2.27%	2.48%	2.40%	2.33%	2.25%	2.19%
<b>Wholesale Trade</b>	2.44%	1.27%	1.28%	2.00%	0.76%	0.62%	0.60%	0.58%	0.56%	0.55%
<b>Retail Trade</b>	13.41%	11.39%	7.69%	15.00%	9.09%	10.56%	11.38%	11.63%	11.80%	12.02%
<b>Finance, Insurance, &amp; Real Estate</b>	2.44%	1.27%	2.56%	1.00%	3.79%	3.11%	2.99%	2.91%	2.81%	2.73%
<b>Services</b>	10.98%	10.13%	15.38%	17.00%	23.48%	25.47%	25.50%	25.00%	25.28%	25.14%
<b>Federal Civilian Government</b>	1.22%	1.27%	1.28%	1.00%	0.76%	0.62%	0.60%	0.58%	0.56%	0.55%
<b>Federal Military Government</b>	2.44%	3.80%	3.85%	3.00%	2.27%	2.48%	2.40%	2.33%	2.25%	2.19%
<b>State &amp; Local Government</b>	21.95%	24.05%	32.07%	33.00%	32.58%	30.43%	30.54%	31.40%	31.46%	31.69%

**Source: Woods & Poole Economics, Inc.**

Table E-3

GA Employment by Sector										
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
<b>Total</b>	2,747,310	3,224,300	3,690,610	4,229,290	4,859,970	5,235,630	5,623,650	6,029,160	6,451,320	6,890,350
<b>Farm</b>	96,559	82,370	74,286	68,780	67,356	64,877	62,438	60,240	58,297	56,584
<b>Agricultural Services, Other</b>	16,432	24,574	31,487	44,659	54,829	60,079	65,359	70,538	75,465	80,033
<b>Mining</b>	8,808	10,241	10,590	9,408	9,522	9,645	9,813	10,047	10,324	10,653
<b>Construction</b>	139,233	196,913	212,342	236,159	296,572	316,876	333,895	349,870	365,279	380,526
<b>Manufacturing</b>	528,812	565,278	572,477	603,394	613,992	632,106	649,864	665,184	677,683	687,263
<b>Trans., Comm., &amp; Public Utilities</b>	152,583	177,746	216,343	241,886	296,267	322,804	347,846	371,521	392,902	411,295
<b>Wholesale Trade</b>	174,084	214,310	228,213	242,508	276,326	300,312	322,310	344,504	367,022	389,992
<b>Retail Trade</b>	407,627	520,232	606,608	724,946	816,701	893,996	973,979	1,055,500	1,138,660	1,223,640
<b>Finance, Insurance, &amp; Real Estate</b>	199,887	225,090	244,947	269,183	345,923	369,137	392,407	416,440	440,943	465,714
<b>Services</b>	502,841	664,476	876,597	1,125,360	1,391,460	1,532,290	1,692,630	1,873,380	2,074,950	2,298,230
<b>Federal Civilian Government</b>	84,599	92,561	102,981	98,336	92,262	91,889	91,883	92,089	92,439	92,936
<b>Federal Military Government</b>	92,295	98,319	90,745	94,733	93,789	95,235	96,403	97,224	97,709	97,839
<b>State &amp; Local Government</b>	343,553	352,189	422,991	469,941	504,969	546,388	584,820	622,628	659,644	695,636

Source: Woods &amp; Poole Economics, Inc.

**Table E-4**

<b>GA Employment by Sector (%)</b>										
<b>Category</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
<b>Total</b>	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Farm</b>	3.51%	2.55%	2.01%	1.63%	1.39%	1.24%	1.11%	1.00%	0.90%	0.82%
<b>Agricultural Services, Other</b>	0.60%	0.76%	0.85%	1.06%	1.13%	1.15%	1.16%	1.17%	1.17%	1.16%
<b>Mining</b>	0.32%	0.32%	0.29%	0.22%	0.20%	0.18%	0.17%	0.17%	0.16%	0.15%
<b>Construction</b>	5.07%	6.11%	5.75%	5.58%	6.10%	6.05%	5.94%	5.80%	5.66%	5.52%
<b>Manufacturing</b>	19.25%	17.53%	15.51%	14.27%	12.63%	12.07%	11.56%	11.03%	10.50%	9.97%
<b>Trans., Comm., &amp; Public Utilities</b>	5.55%	5.51%	5.86%	5.72%	6.10%	6.17%	6.19%	6.16%	6.09%	5.97%
<b>Wholesale Trade</b>	6.34%	6.65%	6.18%	5.73%	5.69%	5.74%	5.73%	5.71%	5.69%	5.66%
<b>Retail Trade</b>	14.84%	16.13%	16.44%	17.14%	16.80%	17.08%	17.32%	17.51%	17.65%	17.76%
<b>Finance, Insurance, &amp; Real Estate</b>	7.28%	6.98%	6.64%	6.36%	7.12%	7.05%	6.98%	6.91%	6.83%	6.76%
<b>Services</b>	18.30%	20.61%	23.75%	26.61%	28.63%	29.27%	30.10%	31.07%	32.16%	33.35%
<b>Federal Civilian Government</b>	3.08%	2.87%	2.79%	2.33%	1.90%	1.76%	1.63%	1.53%	1.43%	1.35%
<b>Federal Military Government</b>	3.36%	3.05%	2.46%	2.24%	1.93%	1.82%	1.71%	1.61%	1.51%	1.42%
<b>State &amp; Local Government</b>	12.51%	10.92%	11.46%	11.11%	10.39%	10.44%	10.40%	10.33%	10.22%	10.10%

**Source: Woods & Poole Economics, Inc.**

### **Sector Earnings**

Sector earnings represent total wages, salaries and other earned income paid to persons working for businesses in Long County.

Since 1980, total earnings in Long County have risen 192.75 per cent. State and local government earnings accounted for the largest share of sector earnings, with residents earning \$12.13 million or 45.47 per cent of total earnings (Table E-6). This increase represents an \$8.78 million increase over the 1980 rate and is projected to reach \$16.39 million by 2025. Services employment is second with \$4.13 million, a rate

expected to grow by 42 per cent to \$5.89 million in 2025. Though farm employment is projected to decline through 2025, sector earnings are projected to increase by 14.58 per cent over that same period. A similar trend is seen in state and local government, where earnings account for a higher percentage than the sector's share of total employment. This trend reflects traditionally higher salaries paid in these sectors and suggests that a slowdown in manufacturing or state and local government employment will result in a disproportionate decline in earnings.

Table E-6 provides percentage figures for sector earnings, allowing a comparison of the relative growth of each sector. The relative share of farm, manufacturing, and retail trade earnings has continually declined while construction and service earnings have risen steadily. The relative share of construction, retail trade and state and local government earnings is projected to remain stable.

**Table E-5**

<b>Long County: Earnings by Sector</b>										
<b>Category</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
<b>Total (1996 \$)</b>	\$12,140,000	\$13,390,000	\$11,550,000	\$14,940,000	\$22,300,000	\$26,680,000	\$28,840,000	\$30,940,000	\$33,140,000	\$35,540,000
<b>Farm (1996 \$)</b>	\$1,400,000	\$900,000	\$910,000	\$1,150,000	\$1,440,000	\$1,250,000	1,320,000	\$1,410,000	\$1,520,000	\$1,650,000
<b>Agricultural Services, Other (1996 \$)</b>	\$90,000	\$180,000	\$210,000	\$280,000	\$390,000	\$440,000	\$490,000	\$550,000	\$600,000	\$670,000
<b>Mining (1996 \$)</b>	\$380,000	\$150,000	\$330,000	\$420,000	\$160,000	\$190,000	\$200,000	\$210,000	\$220,000	\$230,000
<b>Construction (1996 \$)</b>	\$1,800,000	\$1,670,000	\$1,350,000	\$1,150,000	\$2,870,000	\$3,370,000	\$3,540,000	\$3,700,000	\$3,870,000	\$4,050,000
<b>Manufacturing (1996 \$)</b>	\$420,000	\$1,110,000	\$730,000	\$1,060,000	\$770,000	\$1,130,000	\$1,170,000	\$1,230,000	\$1,300,000	\$1,370,000
<b>Trans., Comm., &amp; Public Utilities (1996 \$)</b>	\$1,610,000	\$2,260,000	\$400,000	\$480,000	\$1,160,000	\$1,090,000	\$1,220,000	\$1,310,000	\$1,380,000	\$1,440,000
<b>Wholesale Trade (1996 \$)</b>	\$270,000	\$240,000	\$100,000	\$280,000	\$90,000	\$90,000	\$100,000	\$100,000	\$110,000	\$120,000
<b>Retail Trade (1996 \$)</b>	\$820,000	\$970,000	\$480,000	\$1,180,000	\$940,000	\$1,260,000	\$1,420,000	\$1,540,000	\$1,660,000	\$1,760,000
<b>Finance, Insurance, &amp; Real Estate (1996 \$)</b>	\$190,000	\$30,000	\$30,000	\$230,000	\$340,000	\$640,000	\$650,000	\$690,000	\$740,000	\$800,000
<b>Services (1996 \$)</b>	\$1,220,000	\$1,150,000	\$1,070,000	\$1,540,000	\$3,320,000	\$4,140,000	\$4,530,000	\$4,940,000	\$5,390,000	\$5,890,000
<b>Federal Civilian Government (1996 \$)</b>	\$420,000	\$320,000	\$380,000	\$400,000	\$430,000	\$450,000	\$470,000	\$500,000	\$530,000	\$550,000
<b>Federal Military Government (1996 \$)</b>	\$130,000	\$360,000	\$310,000	\$370,000	\$450,000	\$500,000	\$530,000	\$560,000	\$590,000	\$630,000
<b>State &amp; Local Government (1996 \$)</b>	\$3,350,000	\$4,050,000	\$5,270,000	\$6,410,000	\$9,950,000	\$12,130,000	\$13,190,000	\$14,200,000	\$15,250,000	\$16,390,000



Source: Woods & Poole Economics, Inc.

**Table E- 6**

<b>Long County: Earnings by Sector (%)</b>										
<b>Category</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
<b>Total (1996 \$)</b>	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Farm (1996 \$)</b>	11.88%	6.75%	7.88%	7.70%	6.46%	4.67%	4.59%	4.56%	4.58%	4.65%
<b>Agricultural Services, Other (1996 \$)</b>	.76%	1.32%	1.84%	1.84%	1.76%	1.66%	1.71%	1.76%	1.82%	1.88%
<b>Mining (1996 \$)</b>	3.09%	1.13%	2.81%	2.79%	0.72%	0.69%	0.68%	0.67%	0.65%	0.64%
<b>Construction (1996 \$)</b>	14.82%	12.46%	11.64%	7.72%	12.86%	12.64%	12.27%	11.96%	11.67%	11.40%
<b>Manufacturing (1996 \$)</b>	3.44%	8.32%	6.31%	7.09%	3.46%	4.24%	4.06%	3.97%	3.91%	3.85%
<b>Trans., Comm., &amp; Public Utilities (1996 \$)</b>	13.25%	16.88%	3.42%	3.20%	5.19%	4.09%	4.23%	4.23%	4.15%	4.04%
<b>Wholesale Trade (1996 \$)</b>	2.25%	1.77%	0.88%	1.89%	0.42%	0.34%	0.34%	0.33%	0.33%	0.32%
<b>Retail Trade (1996 \$)</b>	6.72%	7.25%	4.18%	7.92%	4.21%	4.72%	4.92%	4.99%	4.99%	4.96%
<b>Finance, Insurance, &amp; Real Estate (1996 \$)</b>	1.58%	0.21%	0.22%	1.52%	1.50%	2.41%	2.26%	2.23%	2.23%	2.24%
<b>Services (1996 \$)</b>	10.08%	8.55%	9.24%	1031%	14.86%	15.51%	15.71%	15.97%	16.26%	16.57%
<b>Federal Civilian Government (1996 \$)</b>	3.48%	2.39%	3.25%	2.64%	1.93%	1.69%	1.64%	1.61%	1.58%	1.56%
<b>Federal Military Government (1996 \$)</b>	1.10%	2.70%	2.67%	2.45%	2.00%	1.86%	1.84%	1.82%	1.79%	1.76%
<b>State &amp; Local Government (1996 \$)</b>	27.56%	30.27%	45.66%	42.92%	44.62%	45.47%	45.74%	45.90%	46.02%	46.12%

Source: Woods & Poole Economics, Inc.

Table E-7 highlights current statewide sector earnings. Similar to sector employment rates, the Georgia economy is much more diverse than that of Long County and no sector accounts for more than a quarter of total earnings. The widest gap between the two economies is found in state and local government, where sector earnings account for 35.37 per cent more in Long County than the state average. The service sector, on the other hand, contributes a higher share of earnings statewide. Whereas the service sector accounts for 26.7 per cent of earnings in Georgia, service sector accounts for less than 15.51 per cent in Long County.

Table E-7

## GA Earnings by Sector (1996\$)

Category	1980	1985	1990	1995	2000	2005	2010	2015	2020
<b>Total</b>	\$66,537,100,000	\$85,919,700,000	\$102,642,000,000	\$123,514,000,000	\$160,462,000,000	\$180,866,000,000	\$202,919,000,000	\$227,019,000,000	\$253,253,000,000
<b>Farm</b>	\$106,153,000	\$1,087,670,000	\$1,391,280,000	\$1,733,670,000	\$1,565,760,000	\$1,682,760,000	\$1,802,910,000	\$1,933,340,000	\$2,075,970,000
<b>Agr. Services, Other</b>	\$244,855,000	\$350,797,000	\$475,908,000	\$660,059,000	\$943,559,000	\$1,086,060,000	\$1,239,330,000	\$1,400,730,000	\$1,566,550,000
<b>Mining</b>	\$429,934,000	\$413,933,000	\$373,738,000	\$359,779,000	\$438,244,000	\$445,441,000	\$456,347,000	\$471,301,000	\$489,686,000
<b>Const.</b>	\$3,765,500,000	\$5,647,560,000	\$5,975,270,000	\$6,661,070,000	\$9,630,130,000	\$10,606,800,000	\$11,506,000,000	\$12,401,400,000	\$13,309,000,000
<b>Manuf.</b>	\$14,997,800,000	\$17,211,700,000	\$17,973,700,000	\$20,801,400,000	\$23,849,500,000	\$26,143,500,000	\$28,510,600,000	\$30,854,700,000	\$33,129,100,000
<b>Trans, Comm., &amp; Public Utilities</b>	\$6,208,770,000	\$7,604,700,000	\$8,981,390,000	\$11,643,900,000	\$15,867,700,000	\$18,059,600,000	\$20,304,900,000	\$22,610,400,000	\$24,909,000,000
<b>Wholesale Trade</b>	\$5,900,690,000	\$7,766,500,000	\$9,090,690,000	\$10,085,400,000	\$13,549,200,000	\$15,124,900,000	\$16,662,400,000	\$18,269,600,000	\$19,955,500,000
<b>Retail Trade</b>	\$6,870,370,000	\$9,141,230,000	\$9,413,850,000	\$11,216,700,000	\$14,426,000,000	\$16,215,300,000	\$18,126,500,000	\$20,144,900,000	\$22,276,700,000
<b>Finance, Insurance, &amp; Real Estate</b>	\$3,617,310,000	\$4,803,430,000	\$6,600,850,000	\$8,476,150,000	\$12,153,700,000	\$13,862,800,000	\$15,688,500,000	\$17,666,000,000	\$19,784,200,000
<b>Services</b>	\$10,401,900,000	\$14,915,700,000	\$22,532,200,000	\$30,044,900,000	\$42,959,700,000	\$50,244,000,000	\$58,890,800,000	\$69,107,300,000	\$81,084,500,000

<b>Federal Civilian Government</b>	\$3,751,390,000	\$4,391,100,000	\$4,780,640,000	\$5,147,370,000	\$5,442,790,000	\$5,621,590,000	\$5,826,300,000	\$6,051,600,000	\$6,295,200,000
<b>Federal Military Government</b>	\$2,475,230,000	\$3,160,120,000	\$2,765,140,000	\$3,080,300,000	\$3,297,820,000	\$3,501,760,000	\$3,705,550,000	\$3,907,320,000	\$4,105,500,000
<b>State &amp; Local Government</b>	\$7,767,210,000	\$9,425,300,000	\$12,287,500,000	\$13,602,900,000	\$16,338,300,000	\$18,271,300,000	\$20,198,700,000	\$22,200,700,000	\$24,272,200,000

**Source: Woods & Poole Economics, Inc.**



**Table E-8**

<b>GA Earnings by Sector (%)</b>										
<b>Category</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
<b>Total (1996 \$)</b>	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Farm (1996 \$)</b>	0.16%	1.27%	1.36%	1.40%	0.98%	0.93%	0.89%	0.85%	0.82%	0.79%
<b>Agricultural Services, Other (1996 \$)</b>	0.37%	0.41%	0.46%	0.53%	0.59%	0.60%	0.61%	0.62%	0.62%	0.62%
<b>Mining (1996 \$)</b>	0.65%	0.48%	0.36%	0.29%	0.27%	0.25%	0.22%	0.21%	0.19%	0.18%
<b>Construction (1996 \$)</b>	5.66%	6.57%	5.82%	5.39%	6.00%	5.86%	5.67%	5.46%	5.26%	5.06%
<b>Manufacturing (1996 \$)</b>	22.54%	20.03%	17.51%	16.84%	14.86%	14.45%	14.05%	13.59%	13.08%	12.53%
<b>Trans., Comm., &amp; Public Utilities (1996 \$)</b>	9.33%	8.85%	8.75%	9.43%	9.89%	9.99%	10.01%	9.96%	9.84%	9.63%
<b>Wholesale Trade (1996 \$)</b>	8.87%	9.04%	8.86%	8.17%	8.44%	8.36%	8.21%	8.05%	7.88%	7.71%
<b>Retail Trade (1996 \$)</b>	10.33%	10.64%	9.17%	9.08%	8.99%	8.97%	8.93%	8.87%	8.80%	8.71%
<b>Finance, Insurance, &amp; Real Estate (1996 \$)</b>	5.44%	5.59%	6.43%	6.86%	7.57%	7.66%	7.73%	7.78%	7.81%	7.82%
<b>Services (1996 \$)</b>	15.63%	17.36%	21.95%	24.33%	26.77%	27.78%	29.02%	30.44%	32.02%	33.73%
<b>Federal Civilian Government (1996 \$)</b>	5.64%	5.11%	4.66%	4.17%	3.39%	3.11%	2.87%	2.67%	2.49%	2.33%
<b>Federal Military Government (1996 \$)</b>	3.72%	3.68%	2.69%	2.49%	2.06%	1.94%	1.83%	1.72%	1.62%	1.53%
<b>State &amp; Local Government (1996 \$)</b>	11.67%	10.97%	11.97%	11.01%	10.18%	10.10%	9.95%	9.78%	9.58%	9.37%

**Source: Woods & Poole Economics, Inc.**

# Average Weekly Wages Paid by Sector to Individuals

## Wages

In 2004, the average weekly wage paid in Long County was \$368. Between 2001 and 2004, average weekly wages have increased 9.5 per cent. Current average weekly wages paid by sector range from a low of \$307 in services to a high of \$624 in the Federal Government sector. Historically, these sectors have always been at the higher and lower ends of the wage scale. The highest wage growth rates between 2001 and 2004 were in manufacturing (60.27 per cent), transportation, communication & utilities (59.26 per cent), and services (49.76 per cent).

The overall 2001 to 2004 increases in Long County wages were below the state average (Table E-9) and local wages remain significantly lower than elsewhere in Georgia. The only sector comparable in actual wages is the state government sector. The largest local-statewide wage gaps are found in services (171 per cent) and Financial, Insurance & Real Estate (153 per cent).

**Table E-9**  
**Average weekly wages 2001 to 2004**  
**Long County                      Georgia**

Category	2001	2002	2003	2004	2001	2002	2003	2004
All Industries	\$336	\$371	\$356	\$368	\$676	\$687	\$704	\$711
Agr., Forestry, Fishing	175	249	317	ND	416	409	421	436
Mining	ND	ND	ND	ND	957	915	952	965
Construction	321	510	303	ND	686	693	710	724
Manufacturing	ND	ND	385	617	712	727	761	784
Transportation, Comm., Util.	243	275	303	387	667	674	690	696
Wholesale	ND	ND	ND	ND	1021	1019	1032	1040
Retail	243	259	277	ND	433	440	454	463
Financial, Insurance, Real Estate	ND	332	442	ND	1051	1081	1117	1077
Services	205	229	259	307	681	688	702	700
Federal Gov	527	585	559	624	892	969	1036	1085
State Gov	508	552	549	514	605	631	640	651
Local Gov	394	386	385	393	571	593	610	640

Source: U.S. Bureau of Labor Statistics

**Table E-10**

<b>GA Average Weekly Wages</b>											
<b>Category</b>	<b>1989</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>
<b>All Industries</b>	\$404	\$424	\$444	\$471	\$480	\$488	\$509	\$531	\$562	\$598	\$629
<b>Agr., Forestry, Fishing</b>	267	276	285	297	304	312	322	336	347	373	390
<b>Mining</b>	561	589	605	NA	NA	698	734	741	781	832	866
<b>Construction</b>	NA	434	439	451	461	479	508	534	556	590	623
<b>Manufacturing</b>	NA	450	473	503	511	531	555	588	620	656	684
<b>Transportation, Comm., Util.</b>	NA	603	635	689	709	720	737	769	805	842	895
<b>Wholesale</b>	NA	603	632	669	695	711	729	762	809	873	932
<b>Retail</b>	NA	236	244	255	260	267	275	286	299	318	335
<b>Financial, Insurance, Real Estate</b>	NA	544	569	627	648	648	693	741	799	872	900
<b>Services</b>	NA	414	439	464	471	475	501	519	551	580	611
<b>Federal Gov</b>	NA	543	584	612	651	667	666	701	774	791	808
<b>State Gov</b>	NA	451	462	460	471	NA	493	517	533	561	579
<b>Local Gov</b>	NA	387	401	401	410	420	440	461	480	506	523

Source: U.S. Bureau of Labor Statistics



# Personal Income by Type

## Sources of Personal Income

Sources of personal income indicate how communities receive income. The Georgia Department of Community Affairs, with the assistance of Woods & Poole Economics, Inc., has developed categories of personal income, which include the following:

1. **Wage and Salary** - Total income earned as compensation for working or rendering services;
2. **Other Labor Income** - Total employer contributions to private pension or worker's compensation funds;
3. **Proprietor's Income** - Proprietor's income measured as total profits earned from partnerships and sole proprietorships;
4. **Dividends-Investment-Rent-and Interest Payments, and Interest Income** - Total income from investments and rental property; and
5. **Transfer Payments** - Total income from payments by government under different programs, such as Social Security, unemployment insurance, food stamps, and veteran's benefits.

Between 1990 and 2000, overall personal income in Long County rose by \$46.37 million or 61 per cent. This is above the state average increase of 55.2 per cent. Associated with these figures is a Residence Adjustment category, which measures the net amount of Long County residents' personal income earned outside the county. When the number is positive, as in Long County (Table E-11), the amount of income earned outside the county by Long County residents is greater than the amount of income earned in the county by nonresidents. Long County's residence adjustment has declined from 59.61 per cent in 1990 to 0.08 per cent in 2000. The State residence adjustment has remained steady since 1990 and that trend is projected to continue through 2025. Long County residents' increasing level of personal income earned outside the county highlights a weak local economy.

In 2005, Resident Adjustment category payments account for the largest source of personal income at \$65.61 million or 46.67 per cent, followed by transfer payments at \$28.51 million (20.28 per cent), and dividends, interest and rent at \$18.62 million (13.24 per cent). On the lower end of the scale, social insurance contributions and other labor income account for \$1.16 million (0.83 per cent) and \$3.03 million (2.16 per cent) respectively.

The most dramatic difference between Long County and the state average is in transfer payments. Long County residents are two times more dependent on transfer payments than the state as a whole, reflecting the county's aging population and higher poverty rate, which stands at 19.5 per cent versus the state average of 13 per cent.

On average, all sources of personal income are projected to rise, with some sources outpacing others. Between 2000 and 2025, overall personal income will increase by 59.35 per cent, significantly lower than the state average of 78.5 per cent. At 121.66 per cent and 42.28 per cent respectively, transfer payments and wages & salaries (with Resident Adjustment category included) will account for the largest increase in Long County sources of income through 2025.

**Table E-11**

<b>Long County: Personal Income by Type (in millions)</b>										
<b>Category</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
<b>Total (1996 \$)</b>	\$48.02	\$62.10	\$75.87	\$98.76	\$122.24	\$140.57	\$152.78	\$165.47	\$179.32	\$194.79
<b>Wages &amp; Salaries (1996 \$)</b>	\$8.08	\$8.13	\$7.44	\$9.34	\$14.12	\$17.62	\$19.15	\$20.64	\$22.22	\$23.93
<b>Other Labor Income (1996 \$)</b>	\$1.01	\$1.46	\$1.54	\$1.99	\$2.79	\$3.03	\$3.25	\$3.45	\$3.66	\$3.90
<b>Proprietors Income (1996 \$)</b>	\$3.04	\$3.81	\$2.58	\$3.61	\$5.39	\$6.02	\$6.44	\$6.84	\$7.26	\$7.71
<b>Dividends, Interest, &amp; Rent (1996 \$)</b>	\$5.31	\$8.03	\$9.03	\$12.90	\$16.40	\$18.62	\$20.34	\$22.24	\$24.36	\$26.73
<b>Transfer Payments to Persons (1996 \$)</b>	\$7.57	\$7.89	\$9.58	\$15.49	\$21.42	\$28.51	\$32.42	\$36.83	\$41.83	\$47.48
<b>Less: Social Ins. Contributions (1996 \$)</b>	\$0.45	\$0.58	\$0.49	\$0.73	\$0.90	\$1.16	\$1.31	\$1.46	\$1.61	\$1.77
<b>Residence Adjustment (1996 \$)</b>	\$22.55	\$32.21	\$45.22	\$54.70	\$61.22	\$65.61	\$69.88	\$74.00	\$78.38	\$83.26

Source: Woods & Poole Economics, Inc.

**Table E-12**

<b>Long County: Income by Type (%)</b>										
<b>Category</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
<b>Total (1996 \$)</b>	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
<b>Wages &amp; Salaries (1996 \$)</b>	16.84%	13.08%	9.80%	9.46%	11.55%	12.54%	12.53%	12.48%	12.39%	12.29%
<b>Other Labor Income (1996 \$)</b>	2.11%	2.35%	2.02%	2.01%	2.29%	2.16%	2.12%	2.09%	2.04%	2.00%
<b>Proprietors Income (1996 \$)</b>	6.33%	6.14%	3.40%	3.66%	4.41%	4.29%	4.22%	4.13%	4.05%	3.96%
<b>Dividends, Interest, &amp; Rent (1996 \$)</b>	11.07%	12.93%	11.90%	13.06%	13.42%	13.24%	13.31%	13.44%	13.59%	13.72%
<b>Transfer Payments to Persons (1996 \$)</b>	15.77%	12.70%	12.62%	15.68%	17.52%	20.28%	21.22%	22.26%	23.32%	24.38%
<b>Less: Social Ins. Contributions (1996 \$)</b>	0.93%	0.94%	0.65%	0.74%	0.74%	0.83%	0.86%	0.88%	0.90%	0.91%
<b>Residence Adjustment (1996 \$)</b>	46.96%	51.86%	59.61%	55.39%	50.08%	46.67%	45.74%	44.72%	43.71%	42.74%

Source: Woods & Poole Economics, Inc.

**Table E-13**

<b>Georgia: GA Sources of Personal Income by Type (In millions)</b>										
<b>Category</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
<b>Total (1996 \$)</b>	\$84,202.00	\$110,382.00	\$134,782.00	\$163,230.00	\$209,309.00	\$236,962.00	\$266,921.00	\$299,617.00	\$335,164.00	\$373,728.00
<b>Wages &amp; Salaries (1996 \$)</b>	\$53,972.90	\$68,598.80	\$81,355.60	\$96,422.80	\$128,049.00	\$144,760.00	\$162,812.00	\$182,588.00	\$204,172.00	\$227,684.00
<b>Other Labor Income (1996 \$)</b>	\$7,079.35	\$9,626.20	\$11,702.30	\$14,092.00	\$14,308.00	\$15,909.50	\$17,605.10	\$19,429.50	\$21,384.60	\$23,476.20
<b>Proprietors Income (1996 \$)</b>	\$5,484.85	\$7,694.69	\$9,584.28	\$12,998.90	\$18,105.40	\$20,196.60	\$22,501.70	\$25,001.50	\$27,696.80	\$30,597.40
<b>Dividends, Interest, &amp; Rent (1996 \$)</b>	\$10,987.00	\$17,428.30	\$23,366.90	\$26,625.00	\$35,169.00	\$39,713.00	\$44,582.20	\$49,772.60	\$55,274.60	\$61,073.90
<b>Transfer Payments to Persons (1996 \$)</b>	\$9,867.38	\$11,841.30	\$14,749.80	\$20,606.70	\$23,300.90	\$26,662.00	\$30,514.50	\$34,921.90	\$39,972.80	\$45,770.20
<b>Less: Social Ins. Contributions (1996 \$)</b>	\$2,978.19	\$4,527.88	\$5,839.73	\$7,270.25	\$9,397.99	\$11,070.60	\$12,973.80	\$15,086.60	\$17,406.50	\$19,929.40
<b>Residence Adjustment (1996 \$)</b>	(\$2.11)	(\$2.79)	(\$1.37)	(\$2.45)	(\$2.25)	\$7.91	\$1,878.00	\$2,989.75	\$4,070.24	\$5,055.28

**Source: Woods & Poole Economics, Inc.**

Table E-14

Georgia: GA Sources of Personal Income by Type %										
Category	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Total (1996 \$)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Wages & Salaries (1996 \$)	59.86%	57.43%	60.36%	59.07%	61.18%	61.09%	61.00%	60.94%	60.92%	60.92%

<b>Other Labor Income (1996 \$)</b>	7.85%	8.06%	8.68%	8.63%	6.84%	6.71%	6.60%	6.48%	6.38%	6.2
<b>Proprietors Income (1996 \$)</b>	6.08%	6.44%	7.11%	7.96%	8.65%	8.52%	8.43%	8.34%	8.26%	8.1
<b>Dividends, Interest, &amp; Rent (1996 \$)</b>	12.19%	14.59%	17.34%	16.31%	16.80%	16.76%	16.70%	16.61%	16.49%	16.
<b>Transfer Payments to Persons (1996 \$)</b>	10.94%	9.91%	10.94%	12.62%	11.13%	11.25%	11.43%	11.66%	11.93%	12.
<b>Less: Social Ins. Contributions (1996 \$)</b>	3.30%	3.79%	4.33%	4.45%	4.49%	4.67%	4.86%	5.04%	5.19%	5.3
<b>Residence Adjustment (1996 \$)</b>	-0.23%	-0.23%	-0.10%	-0.15%	-0.11%	0.33%	0.70%	1.00%	1.21%	1.3

## **Major Community-Level Economic Activities**

The Long County area has seen an increase in economic activity since 1970. The county's transportation infrastructure and proximity to large metro areas provides economic development opportunities.

The county has been proactive in the areas of planning and providing the necessary infrastructure to attract industry, such as the development of the Long County/Ludowici Industrial Park. This park contains 50 acres of land and is located on Georgia State Highway 84. The county has completed constructing water, sewer and utility infrastructure to the Park. Funds were provided by the OneGeorgia grant opportunity. Land clearing and road construction tasks remain to be completed. The Development Authority of Long County and Chamber of Commerce are the primary vehicles to attract and provide available location opportunities for industrial development, and are currently in talks with an industrial entity. The Chamber of Commerce is actively involved in promoting tourism, business and industrial development, and improving the quality of life for Long County residents.

### **Services**

Service employment in Long County increased steadily from 1990 to 2000. In 1990 service employment accounted for 239 jobs, or 10 per cent of total employment. By 2000, the number of service jobs had increased 155 per cent to 610.

The five largest employers in Long County include the following employers:

- Creamers Contracting
- Dairy queen
- DeLoach Building Components Inc.
- GHM Rock & sand, Inc.
- Huddle House

The ten largest employers in the Long County area which includes the counties of Liberty, Tattnall, Wayne, Long and McIntosh employing Long County residents includes the following:

- Lear Siegler Services, Inc. (Liberty County)
- Liberty Regional Medical Center (Liberty County)
- SNF Holding Company (Liberty County)
- Wal-Mart Associates Inc. (Liberty County)
- Georgia Department of Corrections (Tattnall County)

- Rotary Corporation (Tattnall County)
- Justice Employee Data Service (Wayne County)
- Rayonier Inc. (Wayne County)
- Wal-Mart Associates Inc. (Wayne County)
- Wayne Memorial Hospital (Wayne County)

### **Major Development Trends and Unique Economic Opportunities**

Understanding that industry can stimulate the local economy, Long County is in process of pursuing various strategies aimed at promoting industrial development. These efforts include establishing an industrial park and working with the Chamber of Commerce to promote Long County's unique qualities.

Following are types of several of the most promising types of development opportunities for Long County.

- **Retirement Communities** - Research indicates that most retirees are concerned more with climate and security than with community amenities. The market for retirement living is growing in numbers and expanding geographically, as some "sunbelt" areas have become urbanized and overcrowded. Long County offers some distinct location and quality-of-life advantages for this market.
- **Commercial Nursery/Greenhouse Operation** - Another growth industry with potential for a rural location is "farming" various types of landscaping materials that are in high demand. As high rates of commercial and residential development continue throughout coastal Georgia, a demand for such materials is expected to expand exponentially.
- **Eco-Tourism** - One of the most promising opportunities for rural areas generally is tourism focusing on unique landscapes, wildlife, or natural settings. Growing numbers of tourists are seeking such experiences as bird watching, hiking interpretive nature trails, and fishing, as well as canoeing and kayaking, in pristine rivers and streams. Research indicates that these markets are most effectively captured by combining several types of activities or destinations. With adequate preparation, combinations of "packaged" tours serving the eco-tourism markets could bring significant economic benefits to Long County.
- **Historic Tourism** - Complimentary to eco-tourism is promotion of the area's historic character. "Old South Farm Days," an annual local event promoted throughout the state, is a good example of the potential offered by this market. Various historic sites and buildings in the area provide a largely untapped resource for further developing Long County's tourism market.
- **Telecommunications** - Recent studies reveal that rural areas served by telephone facilities with optic fiber technology are in a prime position to develop telecommunication "back office" operations, for which there is a rapidly growing market. A study completed for the Liberty County/Hinesville area found that this



type of business was particularly appropriate due to both labor market and state-of-the-art phone lines and service available through Coastal Utilities.

- **Residential Community Potential** - In addition to the retirement market, Long County offers location and life-style advantages as a "bedroom community" for workers employed in neighboring counties.

- **Selected Light Industry** - While some industries would be environmentally incompatible with Long County's rural quality of life, and until others are more likely to locate in urban areas, there are certain small-scale and light-manufacturing operations that may be well suited to the area.

## **Description of Labor Force Data**

### **LABOR FORCE ANALYSIS**

This section examines Long County's labor force characteristics, including occupation, levels of participation, unemployment and commuting patterns.

### **Employment by Occupation**

Service occupations and sales account for the highest share of occupational groupings in Long County (31.61 per cent) and increased substantially between 1990 and 2000. These occupational groupings account for less than 23.21 per cent statewide and 23.26 per cent nationwide occupations. By contrast, professional and technical occupations, which account for 18.6% statewide and 20.20% nationwide occupations, account for 5.03 per cent in Long County. These occupation trends highlight the more labor-intensive nature of the local economy in contrast to the state's more knowledge-based orientation.

# Employment by Occupation

Table E-15

Long County: Employment by Occupation		
Category	1990	2000
<b>TOTAL All Occupations</b>	2306	3854
<b>Executive, Administrative and Managerial (not Farm)</b>	268	549
<b>Professional and Technical Specialty</b>	163	194
<b>Technicians &amp; Related Support</b>	74	58
<b>Sales</b>	233	608
<b>Clerical and Administrative Support</b>	252	449
<b>Private Household Services</b>	5	NA
<b>Protective Services</b>	105	179
<b>Service Occupations (not Protective &amp; Household)</b>	239	610
<b>Farming, Fishing and Forestry</b>	122	108
<b>Precision Production, Craft, and Repair</b>	357	465
<b>Machine Operators, Assemblers &amp; Inspectors</b>	192	199
<b>Transportation &amp; Material Moving</b>	185	215
<b>Handlers, Equipment Cleaners, helpers &amp; Laborers</b>	111	220

Source: U.S. Bureau of the Census

**Table E-16**

<b>Long County: Employment by Occupation (%)</b>		
<b>Category</b>	<b>1990</b>	<b>2000</b>
<b>TOTAL All Occupations</b>	100.00%	100.00%
<b>Executive, Administrative and Managerial (not Farm)</b>	11.62%	14.24%
<b>Professional and Technical Specialty</b>	7.07%	5.03%
<b>Technicians &amp; Related Support</b>	3.21%	1.50%
<b>Sales</b>	10.10%	15.78%
<b>Clerical and Administrative Support</b>	10.93%	11.65%
<b>Private Household Services</b>	0.22%	0.00%
<b>Protective Services</b>	4.55%	4.64%
<b>Service Occupations (not Protective &amp; Household)</b>	10.36%	15.83%
<b>Farming, Fishing and Forestry</b>	5.29%	2.80%
<b>Precision Production, Craft, and Repair</b>	15.48%	12.07%
<b>Machine Operators, Assemblers &amp; Inspectors</b>	8.33%	5.16%
<b>Transportation &amp; Material Moving</b>	8.02%	5.58%
<b>Handlers, Equipment Cleaners, helpers &amp; Laborers</b>	4.81%	5.71%

Source: U.S. Bureau of the Census

Table E-17

<b>Georgia: GA Employment by Occupation</b>		
<b>Category</b>	<b>1990</b>	<b>2000</b>
<b>TOTAL All Occupations</b>	3092057	3839756
<b>Executive, Administrative and Managerial (not Farm)</b>	378984	538647
<b>Professional and Technical Specialty</b>	383012	717312
<b>Technicians &amp; Related Support</b>	110766	NA
<b>Sales</b>	379746	446876
<b>Clerical and Administrative Support</b>	494823	581364
<b>Private Household Services</b>	15882	NA
<b>Protective Services</b>	52596	NA
<b>Service Occupations (not Protective &amp; Household)</b>	302084	444077
<b>Farming, Fishing and Forestry</b>	68111	24489
<b>Precision Production, Craft, and Repair</b>	366819	346326
<b>Machine Operators, Assemblers &amp; Inspectors</b>	262930	415849
<b>Transportation &amp; Material Moving</b>	142189	254652
<b>Handlers, Equipment Cleaners, helpers &amp; Laborers</b>	134115	NA

Source: U.S. Bureau of the Census

Table E-18

<b>Georgia: GA Employment by Occupation (%)</b>		
<b>Category</b>	<b>1990</b>	<b>2000</b>
<b>TOTAL All Occupations</b>	100.00%	100.00%
<b>Executive, Administrative and Managerial (not Farm)</b>	12.26%	14.03%
<b>Professional and Technical Specialty</b>	12.39%	18.68%
<b>Technicians &amp; Related Support</b>	3.58%	NA
<b>Sales</b>	12.28%	11.64%
<b>Clerical and Administrative Support</b>	16.00%	15.14%
<b>Private Household Services</b>	0.51%	NA
<b>Protective Services</b>	1.70%	NA
<b>Service Occupations (not Protective &amp; Household)</b>	9.77%	11.57%
<b>Farming, Fishing and Forestry</b>	2.20%	0.64%
<b>Precision Production, Craft, and Repair</b>	11.86%	9.02%
<b>Machine Operators, Assemblers &amp; Inspectors</b>	8.50%	10.83%
<b>Transportation &amp; Material Moving</b>	4.60%	6.63%
<b>Handlers, Equipment Cleaners, helpers &amp; Laborers</b>	4.34%	NA

Source: U.S. Bureau of the Census

Table E-19

<b>All of United States: US Employment by Occupation</b>		
<b>Category</b>	<b>1990</b>	<b>2000</b>
<b>TOTAL All Occupations</b>	115452905	129721512
<b>Executive, Administrative and Managerial (not Farm)</b>	14227916	17448038
<b>Professional and Technical Specialty</b>	16287187	26198693
<b>Technicians &amp; Related Support</b>	4251007	NA
<b>Sales</b>	13606870	14592699
<b>Clerical and Administrative Support</b>	18769526	20028691
<b>Private Household Services</b>	520183	NA
<b>Protective Services</b>	1981723	NA
<b>Service Occupations (not Protective &amp; Household)</b>	12746927	15575101
<b>Farming, Fishing and Forestry</b>	2835950	951810
<b>Precision Production, Craft, and Repair</b>	13077829	11008625
<b>Machine Operators, Assemblers &amp; Inspectors</b>	7886595	12256138
<b>Transportation &amp; Material Moving</b>	4715847	7959871
<b>Handlers, Equipment Cleaners, helpers &amp; Laborers</b>	4545345	NA

Source: U.S. Bureau of the Census

Table E- 20

<b>All of United States: US Employment by Occupation (%)</b>		
<b>Category</b>	<b>1990</b>	<b>2000</b>
<b>TOTAL All Occupations</b>	100.00%	100.00%
<b>Executive, Administrative and Managerial (not Farm)</b>	12.32%	13.45%
<b>Professional and Technical Specialty</b>	14.11%	20.20%
<b>Technicians &amp; Related Support</b>	3.68%	NA
<b>Sales</b>	11.79%	11.25%
<b>Clerical and Administrative Support</b>	16.26%	15.44%
<b>Private Household Services</b>	0.45%	NA
<b>Protective Services</b>	1.72%	NA
<b>Service Occupations (not Protective &amp; Household)</b>	11.04%	12.01%
<b>Farming, Fishing and Forestry</b>	2.46%	0.73%
<b>Precision Production, Craft, and Repair</b>	11.33%	8.49%
<b>Machine Operators, Assemblers &amp; Inspectors</b>	6.83%	9.45%
<b>Transportation &amp; Material Moving</b>	4.08%	6.14%
<b>Handlers, Equipment Cleaners, helpers &amp; Laborers</b>	<b>3.94%</b>	<b>NA</b>

Source: U.S. Bureau of the Census

# **Employment Status**

## **Labor Force Participation and Employment Status**

Companies locating within Long County have an ample workforce to choose from. With an average commute time of approximately 30 minutes, people are willing to travel to a good job. The civilian workforce of the Long County area is 48,187 persons. An estimated additional 2,291 persons from the non-traditional labor force (students, post secondary, military dependents, military retirees, and civilian retirees) are available for employment.

Table E-21 identifies labor force participation rates for Long County. In 2000, total labor force participation in Long County was 67.3 per cent. Between 1990 and 2000, the total number of residents in the labor force increased by 66.97 per cent in Long County. On average, the county's various labor force participation rates are comparable to that of the state and better than national averages.



Table E-21

<b>Long County: Labor Force Participation</b>		
<b>Category</b>	<b>1990</b>	<b>2000</b>
<b>TOTAL Males and Females</b>	4353	7265
<b>In Labor Force</b>	2928	4889
<b>Civilian Labor Force</b>	2562	4224
<b>Civilian Employed</b>	2306	3854
<b>Civilian Unemployed</b>	256	370
<b>In Armed Forces</b>	366	665
<b>Not in Labor Force</b>	1607	2376
<b>TOTAL Males</b>	2267	3655
<b>Male In Labor Force</b>	1724	2869
<b>Male Civilian Labor Force</b>	1390	2250
<b>Male Civilian Employed</b>	1282	2124
<b>Male Civilian Unemployed</b>	108	126
<b>Male In Armed Forces</b>	334	619
<b>Male Not in Labor Force</b>	543	786
<b>TOTAL Females</b>	2268	3610
<b>Female In Labor Force</b>	1204	2020
<b>Female Civilian Labor Force</b>	1172	1974
<b>Female Civilian Employed</b>	1024	1730
<b>Female Civilian Unemployed</b>	148	244
<b>Female In Armed Forces</b>	32	46
<b>Female Not in Labor Force</b>	1064	1590

Source: U.S. Bureau of the Census

**Table E- 22**

<b>Long County: Labor Force Participation (%)</b>		
<b>Category</b>	<b>1990</b>	<b>2000</b>
<b>TOTAL Males and Females</b>	100.00%	100.00%
<b>In Labor Force</b>	67.26%	67.30%
<b>Civilian Labor Force</b>	58.86%	58.14%
<b>Civilian Employed</b>	52.97%	53.05%
<b>Civilian Unemployed</b>	5.88%	5.09%
<b>In Armed Forces</b>	8.41%	9.15%
<b>Not in Labor Force</b>	36.92%	32.70%
<b>TOTAL Males</b>	100.00%	100.00%
<b>Male In Labor Force</b>	76.05%	78.50%
<b>Male Civilian Labor Force</b>	61.31%	61.56%
<b>Male Civilian Employed</b>	56.55%	58.11%
<b>Male Civilian Unemployed</b>	4.76%	3.45%
<b>Male In Armed Forces</b>	14.73%	16.94%
<b>Male Not in Labor Force</b>	23.95%	21.50%
<b>TOTAL Females</b>	100.00%	100.00%
<b>Female In Labor Force</b>	53.09%	55.96%
<b>Female Civilian Labor Force</b>	51.68%	54.68%
<b>Female Civilian Employed</b>	45.15%	47.92%
<b>Female Civilian Unemployed</b>	6.53%	6.76%
<b>Female In Armed Forces</b>	1.41%	1.27%
<b>Female Not in Labor Force</b>	46.91%	44.04%

Source: U.S. Bureau of the Census

**Table E-23**

<b>Georgia: GA Labor Force Participation</b>		
<b>Category</b>	<b>1990</b>	<b>2000</b>
<b>TOTAL Males and Females</b>	4939774	6250687
<b>In Labor Force</b>	3353372	4129666
<b>Civilian Labor Force</b>	3280314	4062808
<b>Civilian Employed</b>	3092374	3839756
<b>Civilian Unemployed</b>	187940	223052
<b>In Armed Forces</b>	73058	66858
<b>Not in Labor Force</b>	1586402	2121021
<b>TOTAL Males</b>	2357580	3032442
<b>Male In Labor Force</b>	1807053	2217015
<b>Male Civilian Labor Force</b>	1741609	2159175
<b>Male Civilian Employed</b>	1652016	2051523
<b>Male Civilian Unemployed</b>	89593	107652
<b>Male In Armed Forces</b>	65444	57840
<b>Male Not in Labor Force</b>	550527	815427
<b>TOTAL Females</b>	2582194	3218245
<b>Female In Labor Force</b>	1546319	1912651
<b>Female Civilian Labor Force</b>	1538705	1903633
<b>Female Civilian Employed</b>	1440358	1788233
<b>Female Civilian Unemployed</b>	98347	115400
<b>Female In Armed Forces</b>	7614	9018
<b>Female Not in Labor Force</b>	1035875	1305594

Source: U.S. Bureau of the Census

Table E-24

<b>Georgia: GA Labor Force Participation (%)</b>		
<b>Category</b>	<b>1990</b>	<b>2000</b>
<b>TOTAL Males and Females</b>	100.00%	100.00%
<b>In Labor Force</b>	67.89%	66.07%
<b>Civilian Labor Force</b>	66.41%	65.00%
<b>Civilian Employed</b>	62.60%	61.43%
<b>Civilian Unemployed</b>	3.80%	3.57%
<b>In Armed Forces</b>	1.48%	1.07%
<b>Not in Labor Force</b>	32.11%	33.93%
<b>TOTAL Males</b>	100.00%	100.00%
<b>Male In Labor Force</b>	76.65%	73.11%
<b>Male Civilian Labor Force</b>	73.87%	71.20%
<b>Male Civilian Employed</b>	70.07%	67.65%
<b>Male Civilian Unemployed</b>	3.80%	3.55%
<b>Male In Armed Forces</b>	2.78%	1.91%
<b>Male Not in Labor Force</b>	23.35%	26.89%
<b>TOTAL Females</b>	100.00%	100.00%
<b>Female In Labor Force</b>	59.88%	59.43%
<b>Female Civilian Labor Force</b>	59.59%	59.15%
<b>Female Civilian Employed</b>	55.78%	55.57%
<b>Female Civilian Unemployed</b>	3.81%	3.59%
<b>Female In Armed Forces</b>	0.29%	0.28%
<b>Female Not in Labor Force</b>	40.12%	40.57%

Source: U.S. Bureau of the Census

**Table E-25**

<b>All of United States: US Labor Force Participation</b>		
<b>Category</b>	<b>1990</b>	<b>2000</b>
<b>TOTAL Males and Females</b>	191293337	217168077
<b>In Labor Force</b>	124882409	138820935
<b>Civilian Labor Force</b>	123176636	137668798
<b>Civilian Employed</b>	115431436	129721512
<b>Civilian Unemployed</b>	7745200	7947286
<b>In Armed Forces</b>	1705773	1152137
<b>Not in Labor Force</b>	66410928	78347142
<b>TOTAL Males</b>	91866829	104982282
<b>Male In Labor Force</b>	68417853	74273203
<b>Male Civilian Labor Force</b>	66897041	73285305
<b>Male Civilian Employed</b>	62639048	69091443
<b>Male Civilian Unemployed</b>	4257993	4193862
<b>Male In Armed Forces</b>	1520812	987898
<b>Male Not in Labor Force</b>	23448976	30709079
<b>TOTAL Females</b>	99426508	112185795
<b>Female In Labor Force</b>	56464556	64547732
<b>Female Civilian Labor Force</b>	56279595	64383493
<b>Female Civilian Employed</b>	52792388	60630069
<b>Female Civilian Unemployed</b>	3487207	3753424
<b>Female In Armed Forces</b>	184961	164239
<b>Female Not in Labor Force</b>	42961952	47638063

Source: U.S. Bureau of the Census

Table E-26

<b>All of United States: US Labor Force Participation (%)</b>		
<b>Category</b>	<b>1990</b>	<b>2000</b>
<b>TOTAL Males and Females</b>	100.00%	100.00%
<b>In Labor Force</b>	65.28%	63.92%
<b>Civilian Labor Force</b>	64.39%	63.39%
<b>Civilian Employed</b>	60.34%	59.73%
<b>Civilian Unemployed</b>	4.05%	3.66%
<b>In Armed Forces</b>	0.89%	0.53%
<b>Not in Labor Force</b>	34.72%	36.08%
<b>TOTAL Males</b>	100.00%	100.00%
<b>Male In Labor Force</b>	74.48%	70.75%
<b>Male Civilian Labor Force</b>	72.82%	69.81%
<b>Male Civilian Employed</b>	68.18%	65.81%
<b>Male Civilian Unemployed</b>	4.63%	3.99%
<b>Male In Armed Forces</b>	1.66%	0.94%
<b>Male Not in Labor Force</b>	25.52%	29.25%
<b>TOTAL Females</b>	100.00%	100.00%
<b>Female In Labor Force</b>	56.79%	57.54%
<b>Female Civilian Labor Force</b>	56.60%	57.39%
<b>Female Civilian Employed</b>	53.10%	54.04%
<b>Female Civilian Unemployed</b>	3.51%	3.35%
<b>Female In Armed Forces</b>	0.19%	0.15%
<b>Female Not in Labor Force</b>	43.21%	42.46%

Source: U.S. Bureau of the Census

# Unemployment rates

## Unemployment

Table E-27 highlights unemployment rates in Long County, neighboring counties, the state and the nation. Unemployment rates in Long County remain stable when compared to neighboring counties of Liberty, Wayne and Tattnall. Rates have declined steadily, mirroring the state and national trends.

**Table E-27**

<b>Unemployment Statistics</b>											
<b>Category</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>
<b>Long County</b>	3.9%	5.2%	4.2%	3.5%	3.7%	3.3%	2.8%	2.8%	2.4%	3.3%	3.1%
<b>Liberty County</b>	8.6%	7.6%	7.3%	7.1%	6.0%	5.7%	5.1%	5.9%	5.4%	6.3%	6.1%
<b>Tattnall County</b>	4.9%	5.1%	4.7%	5.3%	5.6%	7.7%	5.3%	5.1%	4.5%	4.7%	6.7%
<b>Georgia</b>	5.8%	5.2%	4.9%	4.6%	4.5%	4.2%	4.0%	3.7%	3.7%	4.8%	4.9%
<b>U.S.</b>	6.9%	6.1%	5.6%	5.4%	4.9%	4.5%	4.2%	4.0%	4.8%	5.8%	6.2%

**Source: Georgia Department of Labor**

Table E-28

Georgia: Labor Statistics											
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Labor Force	3,300,380	3,263,876	3,353,566	3,467,191	3,577,505	3,617,165	3,738,850	3,904,474	4,014,526	4,078,263	4,173,274
Employed	3,118,253	3,099,103	3,119,071	3,265,259	3,391,782	3,440,859	3,566,542	3,727,295	3,845,702	3,916,080	4,018,876
Unemployed	182,127	164,772	234,495	201,932	185,722	176,306	172,308	177,179	168,824	162,183	154,398
Unemployment Rate	5.5%	5.0%	7.0%	5.8%	5.2%	4.9%	4.6%	4.5%	4.2%	4.0%	3.7%

Source: Georgia Department of Labor

Table E-29

United States: Labor Statistics												
Category	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Labor Force (thousands)	125,840	126,346	128,105	129,200	196,814	132,304	133,943	136,297	137,673	139,368	140,863	141,815
Employed (thousands)	118,793	117,718	118,492	120,259	123,060	124,900	126,708	129,558	131,463	133,488	135,208	135,073
Unemployed (thousands)	7,047	8,628	9,613	8,940	7,996	7,404	7,236	6,739	6,210	5,880	5,655	6,742
Unemployment Rate	5.6%	6.8%	7.5%	6.9%	6.1%	5.6%	5.4%	4.9%	4.5%	4.2%	4.0%	4.8%

Source: U.S. Bureau of Labor Statistics





# Commuting Patterns

## Commuting to Work

Tables E-31 and E-32 provide commute-to-work data for Long County. In 2000, 14.2 per cent of Long County residents worked in the county, a decline from 18.6 per cent in 1990. The number of Long County residents working in neighboring counties has increased an average five percentage point from 1990 rates. Close to 30% of Long County jobs are held by non-residents.

**Table E-31**

Long County: Labor Force by Place of Work		
Category	1990	2000
Worked in County of Residence	485	608
Worked outside county of Residence	2125	3801

Source: 2000 U.S. Census Bureau

**Table E-32**

Long County: Labor Force by Place of Work - %		
Category	1990	2000
Worked in County of Residence	18.58%	13.78%
Worked outside county of Residence	81.42%	86.22%

Source: 2000 U.S. Census Bureau

**Table E-33**

<b>Long County Residents Place of Work</b>		
<b>County Where Employed</b>	<b>1990</b>	<b>2000</b>
Long County	485	608
Liberty County	1356	2149
Tattnall County	308	424
Chatham County	136	356
Wayne County	211	350
Evans County	12	81
Glynn County	10	79
Bryan County	6	150
Other	86	212

Source: 2000 U.S. Census Bureau

**Table E-34**

<b>Long County Residents Place of Work % of Total</b>		
<b>County Where Employed</b>	<b>1990</b>	<b>2000</b>
Long County	18.6%	13.8%
Liberty County	52.0%	48.7%
Tattnall County	11.8%	9.6%
Chatham County	5.2%	8.1%
Wayne County	8.1%	7.9%
Evans County	0.5%	1.8%
Glynn County	0.4%	1.8%
Bryan County	0.2%	3.4%
Other	3.2%	4.8%

Source: 2000 U.S. Census Bureau

# **Description of Local Development Resources**

## **Economic Development Agencies**

### **Local Economic Development Resources**

Effective economic development programs are a group effort, involving not only local government and staff but also the cooperation of and resources available from other potential partners.

- **Long County Development Authority and Chamber of Commerce**

The Development Authority of Long County and Chamber of Commerce are the primary vehicles to attract and provide available location opportunities for industrial development. The Development Authority is authorized to issue bonds on behalf of the county. The Chamber of Commerce is actively involved in promoting tourism, business and industrial development, and improving the quality of life for Long County residents. The Chamber markets the county in several statewide publications and participates in regional development efforts. To encourage business development in the County, the Chamber works closely with Georgia Power, the Georgia Electric Membership Corporation, the Georgia Department of Industry, Trade & Tourism, and the Coastal Georgia Regional Development Center.

- **Better Hometown Committee**

The Better Hometown Program (Georgia's small-town Main Street Program) and the Classic Main Street Program are self-help community development programs designed to improve a downtown's quality of life. Each designated city receives technical assistance and resources, which assist the local community in their efforts to build a stronger local economy through revitalization of the downtown area.

- **Education and Training Opportunities**

Long County has access to Vocational and Technical training programs in Liberty, Tattnall and Wayne Counties. Three programs are available in Liberty County including Armstrong-Atlantic State University, Brewton-Parker College, and Savannah Technical College. Two programs are available in Tattnall County including Brewton-Parker College and Southeastern Technical College. Altamaha Technical College is located In Wayne County. These programs provide training in business technologies, health

technology programs that include Certified Nursing Assisting, Practical Nursing, Emergency Medical Technician and Paramedic Training, CIS Technologies, Industrial Technologies, and Personal Service Technologies which include programs in Child Development associate, Cosmetology, and Criminal Justice specialties.

Long County has an attractive labor force. The Long Area Technical Programs graduated 736 students for the 2002-2003 program years. Long County residents have access to several institutions that provide advanced vocational and academic diplomas to serve the needs of incoming industries and businesses.

- **Georgia Power Company, Economic Development Division**

Georgia Power is the oldest economic developer in Georgia and includes an Economic Development Division whose primary role is to attract businesses to the state. Georgia Power's primary local contact for economic development issues is generally with the Chamber of Commerce. Georgia Power's main emphasis is heavy marketing of Georgia in general and responding to client's site needs by maintaining a current site inventory database. Georgia Power will provide communities with technical support to make changes necessary to attract business. The utility provides guidance on downtown revitalization, solid waste disposal systems and various funding sources available to help meet the cost of such improvements. Georgia Power's Community Development Department also serves as a clearinghouse for communities to identify matching grants and other programs to plant trees, add fire hydrants or upgrade water and sewer infrastructure.

- **Georgia Department of Industry, Trade and Tourism**

The Georgia Department of Industry, Trade and Tourism (GDITT) is a state-funded agency mandated to serve as an economic development agent for the state's local jurisdictions. The GDITT's primary purpose is to assist potential businesses considering locating in Georgia by identifying an optimal location for their operational needs. GDITT also assists the movie industry in locating appropriate movie locations throughout the state. The identification of international markets for the export of Georgia goods and services is another duty of the GDITT. In the event that a potential business is interested in the Long County area, GDITT policy is to work with both the Chamber of Commerce and the Development Authority. GDITT has a working relationship with utility companies, rail operators, banks, universities, and other agencies with resources to facilitate economic development. GDITT maintains a substantial computer-based inventory of commercial and industrial sites throughout Georgia.

## Resources—Programs and Tools

- **Georgia Business Expansion Support Act**

In 1994, the State passed legislation for tax credits against state income taxes to encourage economic development in Georgia. Some of the programs are targeted to specific industry groups (industry, tourism, and research & development) while others apply to all employers. Below is a summary of various available programs.

- 🕒 *Job Tax Credit.* Applies to business or headquarters of a business engaged in manufacturing, warehousing and distribution, processing, tourism, and research and development industries. Does not include retail businesses.
- 🕒 *Investment Tax Credit.* Allows a corporation, which has operated an existing manufacturing facility in the state for the previous three years, to obtain a credit against income tax liability.
- 🕒 *Retraining Tax Credit.* Any employer in Long County that provides retraining for employees is eligible for a tax credit equal to 25% of the costs of retraining per full-time student up to \$500.
- 🕒 *Child Care Credit.* Any employer in Long County that provides or sponsors childcare for employees is eligible for a tax credit of up to 50% of the direct cost of operation to the employer. The credit cannot exceed more than 50% of the taxpayer's total state income tax liability for that taxable year.
- 🕒 *Manufacturing Machinery Sales Tax Exemption.* Provides for exemption from sales and use tax for manufacturing equipment
- 🕒 *Primary Material Handling Sales Tax Exemption.* Provides for exemption from sales and use tax on purchases of primary material handling equipment which is used directly for the handling and movement of tangible personal property in a new or expanding warehouse or distribution facility when such new facility or expansion is worth \$10 million or more.
- 🕒 *Electricity Exemption.* Electricity purchased for the direct use in manufacturing a product is exempt from sales taxes when the total cost of the electricity accounts for over 50% or more of all the materials used in making the product. It allows full exemption on the sales tax and is available for new and existing firms.

- **Financing Mechanisms**

*Community Improvement Districts:* The Georgia Constitution provides for a special tax district called Community Improvement Districts (CID). This type of district can be created only upon the petition of property owners, and is managed by a board that includes representatives of the property owners and the County. Under a CID, only

nonresidential property is subject to the special tax and the funds must be used only for certain public facilities, such as roads and water and sewer utilities. Funds may be used for both capital and operating expenditures, and the special nature of the Act allows the basis of taxation to be the development density or impact of a property as well as its assessed value. The Act also allows debt financing without referendum since a majority of the property owners (who must own at least 75% of the properties by value) must request the CID designation. CIDs enjoy a lower interest rate due to their quasi-governmental status and their debts do not affect a city's debt limit.

*Enterprise Community:* Under an Urban Enterprise Zone, specific areas are delineated where deteriorating physical or market conditions have resulted in little or no investment in property improvements or development. Within an Urban Enterprise Zone, if a property owner renovates or develops a site, the City's property taxes can be frozen at the pre-improvement level for a specified time period, then rise in annual steps to full value taxation at the end of the period. This approach is useful in encouraging investment that would otherwise not occur, and in eventually increasing the tax base where taxes would otherwise continue to decline through depreciation.

*Tax Increment Financing:* TIF allows property taxes to rise as sites are developed or improved, but directs all or some of the increase over and above the pre-improvement tax level to public facilities that have been built to support the area's revitalization. In effect, government assumes the risk through provision of public improvements up front and then pays itself back through higher tax collection increment while assuring that the pre-improvement tax collections continue to go into the general fund. This approach can be very useful in a carefully controlled revitalization effort for a deteriorating area, where future renovations and development can be reasonably anticipated but are dependent on a general improvement to the area.

*Development Impact Fees:* Fair and reasonable development impact fees can be a useful tool in encouraging economic development when the development community recognizes that adequate public facilities are important in attracting buyers and tenants to their developments. This maintains the long-range health of the community and the continued ability for development to be profitable.

## **2.2.0.0: Assessment of Current and Future Needs**

# **Assessment of Economic Base Data**

## **Employment, Earnings and Wages**

### **Current and Historic Employment**

Total employment in Long County increased by 69.2 per cent in the past decade. The local economy is driven by government and services, which account for over 55 per cent of total employment. Since 1990, the farming sector declined from 14.1 per cent of total employment to 6.06 per cent, while the service sector increased from 15.4 per cent to 23.5 per cent. The decline in the relative importance of farming and corresponding increase in services mirrors a statewide trend underway since 1990. Over 28.6 per cent of the Georgia population is employed in the service sector, up from 23.7 per cent in 1990, and less than 13 per cent of the statewide economy is manufacturing-based.

Employment growth since 1990 includes construction (125 per cent), services (158 per cent), TCP (50 per cent), and FIRE (150 per cent). However, not all sector growth is equally important. Despite high percentage growth rates, TCP and FIRE combined to account for a little over 6 per cent of total employment.

Statewide, total employment increased by over 31.6 per cent since 1990. All sectors recorded growth with the exception of farm (-9.3 per cent), mining (-10.1 per cent) and federal government (-10.4 per cent) employment. The fastest growth rates were in retail trade (34.6 per cent), FIRE (41.2 per cent) and services (58.7 per cent). Together, these sectors combined for 70.6 per cent of the state's 1,169,360 new jobs since 1990. Statewide sector employment figures clearly highlight the shift to a more knowledge base economy.

To understand why some sectors of the Long County economy are growing while others are declining, we need to examine broader trends in the local, regional, and state economy. Long County is dependent upon the economic base of other counties within its vicinity, having about two-thirds of its working population commuting to jobs outside the county. The rural history of the County is reflected in its economy, and much of the land area is devoted to commercial forest.

The decline of the manufacturing sector in Long County is subject to broader dynamics and mirrors the decline of manufacturing in the region. The single largest industry in the County's history was a manufacturer of roofing tile, made from clay deposits in the area, but this business closed during World War II and never reopened. Although manufacturing flourished in the region, over the past twenty years there has been a decline in the proportion of total employment in manufacturing. While there are more manufacturing jobs than there were twenty years ago, manufacturing as a sector has not grown as fast as the remaining economy. Future manufacturing is expected to be



oriented towards assembly, fabrication, and light industry, not basic productive functions. One reason for this is the projected rising cost of water related to the rapidly diminishing amounts available from the Floridan aquifer. Overseas outsourcing, plant consolidation, and competition from other states aggressively pursuing manufacturing explains the trend. Similarly, the Long County farm sector has declined in proportion to statewide figures. The cyclical nature of the sector and unwillingness of younger residents to farm has resulted in lower interest in the employment sector.

## **Earnings**

Sector earnings across all sectors have increased since 1990. In 2000, services earnings accounted for 14.7 per cent of total earnings, 8.55 per cent below its share of total employment. A dramatic difference is seen in Transportation, Communication and Utilities where the sector accounts for 2.2 per cent of total employment but 5.2 per cent of total earnings. Another difference is seen in the public sector, state and local government employment, where the sector accounts for 44.6 per cent of total earnings but 30.4 per cent of total employment.

Current statewide averages, by contrast, show earnings that are more in line with employment rates. Public sector, state and local government, for example, accounted for 10.2 per cent of earnings and 10.4 per cent of total employment. Similarly, services accounted for 26.7% of earnings and 28.6% of total employment.

The earnings-employment imbalance occurring in Long County suggests that the employment gain continues to be in the lower-paying service jobs. Given that the service sector is projected to grow faster than other sectors, total employment growth rates do not reflect an increase in overall economic health.

## **Wages**

In 2001, the average weekly wage paid in Long County was \$336, lower than the state average of \$676. Since 1990, wages in Long County have risen at a faster pace at 9.5 per cent than the statewide average (5.2 per cent). Within sectors, wages are rising at different paces within the Long County and state economies. In Long, manufacturing wages have increased by 60.3 per cent since 2003 while statewide the increase was less than 57.6 per cent. In retail trade, Long County wages rose 61% while statewide wages declined. In services, Long County wages increased 49.8 per cent while the statewide wages increased a more modest 2.7 per cent. In addition, statewide wages in TCU increased by 4.3 per cent while in Long County those wages increased 59.0 per cent. The largest local-statewide wage gaps are found in construction and FIRE, where statewide wages are significantly above Long County averages.

Assuming that projected wage earnings mirror per capita and average household income projections, wages will continue to remain significantly below the state average.

The lower cost of living in Long County is always a factor. Current median property values and rents are less in Long County than the state average. Since 1990, housing median property values have slightly outpaced wage increases.

Various types of training are required for higher paying positions. State government employment, associated almost exclusively with the Long County school system, requires college education. All teaching and most administrative staff require an appropriate degree prior to commencing employment and continuing education to meet state licensing requirements. Certain government jobs, as well as some manufacturing positions, require vocational or technical school training, available from technical colleges in neighboring Liberty, Tattnall and Wayne Counties.

### **Personal Income**

Approximately 20 per cent of personal income in Long County is transfer payments, a rate higher than the state average. Since 1990, transfer payments have outpaced all other sources of personal income. In 2000, wages accounted for 61.6 per cent of all income, comparable to the state average of 61.1 per cent. This dependence on transfer payments may reflect that the poverty level for Long County households is 4.6 per cent above the state average.

A relatively high rate of transfer payments means that many residents are on fixed-incomes and affected disproportionately by increases in housing. Transfer payments are typically indexed to inflation. As such, Long County residents on transfer payments have been able to afford rents, which declined since 1990, but it is doubtful that transfer payments have kept pace with home values that have increased by over 42.3 per cent in the past decade alone.

Dependence on transfer payment will increase by 4.1 per cent through 2025 and close to one quarter of Long County residents will be dependent on transfer payments. Furthermore, household size is projected to increase while the county's total population will remain stable, indicating that demand for new units will increase. The next section will examine housing more closely but unless housing unit increases keep pace with these demographic shifts, residents dependent on transfer payments will be more vulnerable should the demand for housing increase.

The residence adjustment factor has declined from 59.61 per cent in 1990 to 46.67 per cent in 2000, indicating that a higher relative share of Long County residents work in the county. During that same time, commuting patterns show a slight increase in Long County residents commuting to work in neighboring jurisdictions. There is no clear reason why these trends have gone in opposite directions.

## **Major Economic Activities**

The manufacturing sector will continue to preoccupy local elected officials because of its importance in stabilizing the tax base and earnings. As noted in previous analysis, despite its decline relative to other employment sectors, the sector's share of earnings has and will continue to outpace others.

Dependency on a single industry increases the potential of boom-bust cycles, which can harm Long County's relatively small economic base. The Long economy is slowly diversifying and converging with the state economy. In order to fully stabilize the economic base, the county will need to encourage promote other employment sectors to ensure a variety of job types.

Long County recognizes the need to diversify the local economy but also understands the need to match employment opportunities with the skill level of the population. Over 76 per cent of Long County residents have completed high school and county residents attend Georgia public technical colleges at a rate slightly higher than the state average. Future economic development policy will need to continue to recruit and expand the local economy's manufacturing base while nurturing sectors that are higher wage and higher skilled.

Manufacturing benefits two distinct groups of workers: low-skilled workers (manual labor) and high skilled technology workers, whose ranks within the sector continue to rise statewide. This highlights the important role manufacturing can play in the local economy. It can at once provide relatively high wage employment opportunities for low skilled residents that are otherwise unemployable or employable only in the low wage service sector, while simultaneously providing opportunities for higher skilled and paid technology graduates. For this reason, Long County should continue to expand its manufacturing base. The development of the Long County Industrial Park within Long County will support the local manufacturing sector and should be encouraged.

Diversifying the economic base will require focusing on sectors that are growing and the ability to match required skills with the local population. TCP and FIRE are projected to double in employment growth through 2025. There are primarily two reasons why these sectors should be encouraged to grow. First are the disproportionately high wages and sector earnings they provide the local community. TCP, for example, accounts for less than 2 per cent of total employment but over 5.2 per cent of earnings. Second, the skill level of the population matches the sector. As noted, Long County high school graduates attend Georgia public and technical colleges at a rate nearly 8 per cent higher than the state average. The supply of graduates is therefore available for these jobs. Long County should nourish these sectors by working with existing businesses to expand to the base and promoting Long County as a viable location for TCP and FIRE.

The Long County economy is not isolated from its surroundings but part of a larger regional economy. Commuting patterns indicate that close to 85 per cent of county residents work in the surrounding counties, slightly more than in 1990. The metro

Chatham economies are much more diverse than the Long County economy. The diversity of employment opportunities provides Long County residents the opportunity to work near their place of residence and possible supplier opportunities through the manufacturing sector in surrounding counties.

Regional cooperation and support with neighboring counties should be encouraged, given that Long County is incapable of funding projects of major size alone.

### **Special and Unique Opportunities**

Throughout Georgia, tourism is the second most important industry and a viable economic development strategy for many rural communities. Long County is in the process of pursuing various strategies aimed at promoting tourism and stimulating to the local economy. These efforts include working with other communities in participating in the Georgia Scenic Byways program. The purpose of this program is to capitalize on unique historical and scenic qualities that offer Long County regional, state and national exposure. Participation in such programs should continue and more opportunities should be sought.

Aggressive marketing campaigns have succeeded in small communities throughout the state. Long County is well positioned to capitalize on tourism. In addition to the Altamaha River Corridor, numerous historical and recreation qualities provide good tourism opportunities.

The Long County area offers unique opportunities for industry and business expansion. In Long County the recently constructed 192 Bed Correctional Facility utilized State and Federal Sources for infrastructure improvements. In Chatham County, new opportunities for employment include the possible reopening of Georgia Pacific, the Cross Dock Warehouse, CNP Georgia Technology, Common Wealth Distributors, an Office/Warehouse Storage Front System, and Fuji Vegetable Oil. In neighboring McIntosh County, the new opportunities may include an industry relocation of a production facility requiring 240,000 sq. ft. on 40 acres and potentially employing 300 to 400 people.

# **LABOR FORCE ASSESSMENT**

## **Employment by Occupation**

Employment occupation in Long County highlights variations with the state and national economy. The state and national economies are similar in their distribution of occupations and diverse. Occupational groupings in Long County demonstrate the dominant role of sales and services in the local economy. Over 31.6 per cent of county occupations are in sales and services, a percentage higher than the state and national average. Occupational groups associated with the a knowledge-based economy such executive, administration, professional and technical (EAPT), make up over a third of state and national employment but less than 20 per cent in Long County. Statewide, EAPT occupations increased 8 per cent since 1990 while nationally these same occupations increased 7 per cent. The Long County economy is slowly converging with the state and national economies. Between 1990 and 2000, the number of Long County jobs in EAPT increased by 72.4 per cent. Should these occupations keep growing at this pace locally, Long County and the municipalities should approximate state and national occupation percentages by 2025.

There are two education attainment statistics that are important in determining whether occupation requirements can be met: overall education attainment and higher education rates. The overall education attainment in Long County has continually improved in the past two decades. In 1980, 67.0 per cent of residents did not have a high school diploma. By 2000, this rate dropped to 23.6 per cent. Current higher education attainments rates appear sufficient to accommodate the increase in higher skilled occupation groups. Over 41 per cent of Long County high school graduates attend Georgia public and technical colleges. Historically, this supply was far greater than the demand for high skilled occupations.. Should higher skilled occupations continue to increase at historic paces, the supply of skilled employees will be sufficient to meet the needs to higher skilled occupations.

## **Employment Status**

Labor force participation in Long County is above the state average. In 2000, labor force participation in the county was 67.3 per cent. By contrast, state and national labor force participation rates are 66.1 per cent and 63.9 per cent respectively. Since 1990, the total number of residents in the labor force increased by 62.4 per cent in Long County. State and national rates declined by less than 2 per cent in that same period. On average, the county's various labor force participation indicators are comparable to the state and national averages.

## **Unemployment Rates**

Unemployment rates in Long County have been consistently lower than neighboring counties and the state and national averages. Less than 3.8 per cent of county residents are unemployed, compared to 6.3 per cent in Liberty County, 5.3 per cent in Wayne County, 4.4 per cent statewide, and 5.5 per cent nationwide. The unemployment rate has improved by historic standards.

Trends in Long County unemployment reveal similar patterns in neighboring jurisdictions, state and national unemployment rates. This highlights the regional nature of the economy. Plant closings in one county affect employment patterns in another.

## **Commuting Patterns**

A significant 85.8 per cent of county residents commute to neighboring counties to work. The weak local economy has already been noted. There are simply not enough jobs for residents in the county. Furthermore, non-residents hold over 30 per cent of Long County jobs, indicating a skills mismatch.

Commuting pattern data from neighboring jurisdictions highlights how integrated the regional economy is. Over 7.9 per cent of Long County residents work in Wayne County while close to 10 per cent of Long County jobs are held by Wayne County residents. Just under 7.1 per cent of Liberty County residents are employed in Long County. These commuting patterns demonstrate the importance of planning regionally for economic development.

# **ECONOMIC DEVELOPMENT RESOURCES**

## **Economic Development Agencies**

The Long County Development Authority and Chamber of Commerce promote the county and municipalities for economic development purposes. Coordination with Georgia Power, Georgia Department of Industry, Trade & Tourism, and the Coastal Georgia Regional Development Center ensures that multiple agencies are assisting in those efforts. Existing support programs and tools are sufficient for the county's continued economic development. However, the county may need to pursue marketing and development efforts more aggressively. In particular, the county should supplement existing agencies assistance with its own programs. The regional agencies are responsible for multiple jurisdictions. As such, they are incapable of meeting all of Long County's development needs.

Long County residents have unprecedented access to education, job training and workforce development opportunities. In a rapidly changing economy where the opening or closing of a single plant can drastically change the community's economic base, local

officials will need to monitor these programs more closely and coordinate extensively with area schools and technical colleges, as well as appropriate workforce development authorities.

In economic development planning, an important question is how much growth is desired. Not all residents agree on the definition of growth or even whether growth is a good idea. For some, Long County should strive to become a major industrial trade center. For others, keeping the small town charm is why they live in Long County and development should be limited. However, most agree that the Long economy is under performing and needs to expand. Those who argue in favor of keeping Long County a small rural community acknowledge that the continued exodus of population and jobs will only hurt the county and themselves in the long run.

Long County's projected employment growth rate of 38.6 per cent through 2025 is slightly below the state average of 41.7 per cent. It is important to recognize that Woods & Poole population projections are tied to projected employment. If the county manages to outperform in the employment indicator, a corresponding increase in population will appear in future projections. The county and municipalities will need to grow at the state average rate in order to meet economic developments goals. The types of businesses and industries to be encouraged will be primarily in manufacturing, TCP and FIRE as they conform to community's development goals and are appropriate for the skill level of the population.

## **Economic Development Programs and Tools**

Economic Development programs and tools are used to recruit industries, strengthen businesses and stimulate the economy among others. Incentives provided to industrial recruits through the Georgia Business Expansion Act provide good incentives for development but these incentives are offered statewide. As such, Long County enjoys no competitive advantage. Long County is already at a disadvantage as other, wealthier jurisdictions already have the sites, water and sewer infrastructure needed to attract prospects in place. The various One Georgia programs provide funding for site development and infrastructure, and are vital resources needed by the county to remain competitive in recruiting industry. The county will benefit from infrastructure improvements and proximity to its primary population base.

Programs and tools for economic development revolve around incentives offered to recruit industry. Tax abatement has become an important policy in rural economic development statewide. The local government forgoes either full or part of taxes for the benefit of having jobs in the community, which in turn supports related businesses and industries. This is an important tool that needs to be used. In short, a combination of economic development tools and programs, along with local tax incentives and state funding for infrastructure will provide incentives to draw industry to Long County and the municipalities.

# **Educational and Training Opportunities**

Education and training opportunities appear throughout the assessment (i.e. major economic activities, employment by occupation, etc.) as the assessment of those sections requires inclusion of educational and training opportunities as part of the analysis.

## **2.3.0.0: Goals & Implementation**

### **Economic Development**

Long County's economic program is supported by elected officials, the Chamber of Commerce, the Development Authority, and individuals involved in business development. Therefore, to implement Long County's Economic Development Program will require the following actions:

Goal 1: Provide a climate conducive to business and industrial development.

Policy 1.1: Enhance Long County's visibility as a place for business to locate.

Policy 1.2: Facilitate a relationship between federal, state, and local governments with business and industry to promote economic development.

Policy 1.3: Complete and promote the Long County/Ludowici Industrial Park.

Policy 1.4: Encourage future development in areas with adequate services and infrastructure.

Policy 1.5: Encourage economic growth of existing populated and developed areas.

Goal 2: Attract new business and retain existing ones.

Policy 2.1: Enhance and promote the growth and expansion of existing business and industry.

Policy 2.2: Continue to offer financial programs, tax incentives and credits, and technical assistance to new and existing businesses and industry.



Goal 3: Diversify the local economy.

- Policy 3.1: Encourage collaboration between employers, employees, and existing educational facilities to establish an educated, quality, and sustaining workforce.
- Policy 3.2: Collaborate on a multi-jurisdictional level to promote tourism throughout the region.
- Policy 3.3: Review and update strategies for achieving targeted development types.
- Policy 3.4: Identify potential sites for historic and environmental-based tourism.
- Policy 3.5: Use authority granted under the Georgia Enterprise Zone Employment Act to create jobs and economic activity in distressed neighborhoods.

Goal 4: Create employment opportunities for residents.

- Policy 4.1: Nurture sectors that provide high earnings and wages.
- Policy 4.2: Encourage higher labor participation rates.
- Policy 4.3: Develop and maintain criteria for targeting types of economic development activity.
- Policy 4.4: Support and advertise job training, business assistance and education programs available through the University of Georgia Small Business Center, Georgia Tech Economic Development Institute and the Coastal Georgia Regional Development Center.
- Policy 4.5: Work closely with surrounding area technical schools to assist local residents with job training and employment placement.

Goal 5: Promote Long County as a tourism attraction.

- Policy 5.1: Continue to actively promote and support Wiregrass Trail Scenic Byway tourism activities.
- Policy 5.2: Apply for state and federal grants to support tourism projects.

Goal 6: Coordinate economic development with other elements in this plan.

Policy 6.1: Annually review Capital Improvement Program for economic development needs and revise as necessary.

Policy 6.2: Periodically investigate the need for and the feasibility of establishing a community revolving loan fund.

### Long County Economic Development

## Long: Report of Accomplishments

Economic Development		
Activity	Status	Explanation
Develop and maintain criteria for targeting types of economic development activity.	Underway	
Review and update strategies for achieving targeted development types.	Underway	
Maintain and use site design standards for commercial and industrial areas.	Underway	
Identify potential sites for historic and environmental based tourism.	Underway	
Actively promote sites for tourism activities, including acquisition and/or preparation.	Underway	
Seek funding to develop and implement plan (including objectives and specific strategies and actions) for downtown improvement.	Not Accomplished	Lack of funding.
Annually review Capital Improvements Program (CIP) for economic development needs and revise as needed.	Completed	
Implement revised Capital Improvements Program (CIP).	Completed	
Periodically investigate the need for and the feasibility of establishing a community revolving loan fund.	Underway	

Consider use of the Coastal Area Development District Authority.			
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### Short Term Work Program

Economic Development				
Activity	Years	Responsible Party	Cost Estimate	Funding Source
Enhance Long County's visibility as a place for business to locate.	2005, 2006, 2007, 2008, 2009	County	N/A	ISTEA and Local Development Funds
Facilitate a relationship between federal, state, and local governments with business and industry to promote economic development.	2005, 2006, 2007, 2008, 2009	County, Chamber of Commerce	None	None
Complete and promote the Long County/Ludowici Industrial Park.	2005, 2006, 2007, 2008, 2009	County	\$200,000	CDGB
Encourage future development in areas with adequate services and infrastructure.	2005, 2006, 2007, 2008, 2009	County	None	None
Encourage economic growth of existing populated and developed areas.	2005, 2006, 2007, 2008, 2009	County	None	None
Continue to offer financial programs, tax incentives and credits, and technical assistance to new and existing businesses and industry.	2005, 2006, 2007, 2008, 2009	County	None	None
Encourage collaboration between employers, employees, and existing educational facilities to establish an educated, quality, and sustaining workforce.	2005, 2006, 2007, 2008, 2009	County, Board of Education	None	None
Collaborate on a multi-jurisdictional level to promote tourism throughout the region.	2005, 2006, 2007, 2008, 2009	County, Chamber, CGRDC	None	None
Review and update strategies for achieving targeted development types.	2005, 2006, 2007, 2008, 2009	County in cooperation with CGRDC	None	None
Identify potential sites for historic and environmental-based tourism.	2005, 2006, 2007, 2008,	County, Chamber of	None	None

	2009	Commerce		
Use authority granted under the Georgia Enterprise Zone Employment Act to create jobs and economic activity in distressed neighborhoods.	2005, 2006, 2007, 2008, 2009	County	None	None
Nurture sectors that provide high earnings and wages.	2005, 2006, 2007, 2008, 2009	County	None	None
Encourage higher labor participation rates.	2005, 2006, 2007, 2008, 2009	County	None	None
Develop and maintain criteria for targeting types of economic development activity.	2005, 2006, 2007, 2008, 2009	County	None	None
Support and advertise job training, business assistance and education programs available through the University of Georgia Small Business Center, Georgia Tech Economic Development Institute and the Coastal Georgia Regional Development Center.	2005, 2006, 2007, 2008, 2009	County with cooperation from CGRDC	None	None
Work closely with surrounding area technical schools to assist local residents with job training and employment placement.	2005, 2006, 2007, 2008, 2009	County, Board of Education	None	None
Continue to actively promote and support Wiregrass Trail Scenic Byway tourism activities.	2005, 2006, 2007, 2008, 2009	County, Chamber of Commerce	\$10,000	ISTEA
Apply for state and federal grants to support tourism projects.	2005, 2006, 2007, 2008, 2009	County	None	ISTEA, Local Development Funds
Annually review Capital Improvement Program for economic development needs and revise as necessary.	2005, 2006, 2007, 2008, 2009	County	None	None
Periodically investigate the need for and the feasibility of establishing a community revolving loan fund.	2005, 2006, 2007, 2008, 2009	County	None	None

